



Burlington Town Center

DESIGN REVIEW AND EVALUATION

BURLINGTON CITY COUNCIL

APRIL 11, 2016

David Spillane, Goody Clancy

Overview: Addressing significant public goals

- Project advances several plan BTV goals:
 - Restores north-south movement through downtown by re-opening Pine and St Paul Street corridors
 - Adds a dense and varied mix of uses; includes market rate and affordable housing
 - Activates surrounding streets



Overview: Height, massing

- The overall approach to height and massing of this large project is generally successful and results in a composition that is compatible with the of scale with downtown Burlington--but there are opportunities for additional improvements
- The design and articulation of the lower stories of the building will need significant additional design development as the project proceeds in order to achieve a better integration with the surrounding streetscape

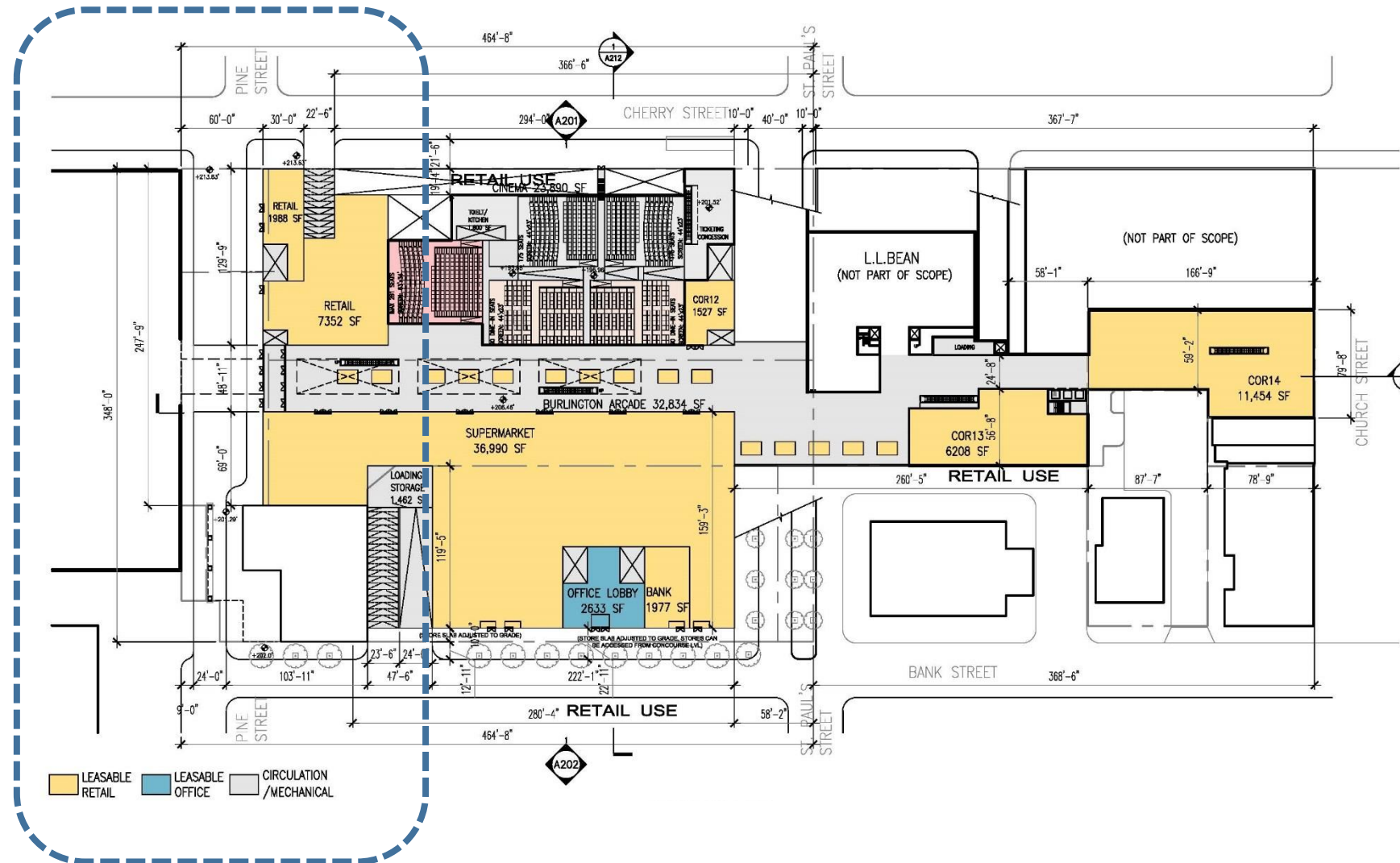


Enhancements to Pine Street Corridor

Overview: Pine Street

LOWER RETAIL LEVEL

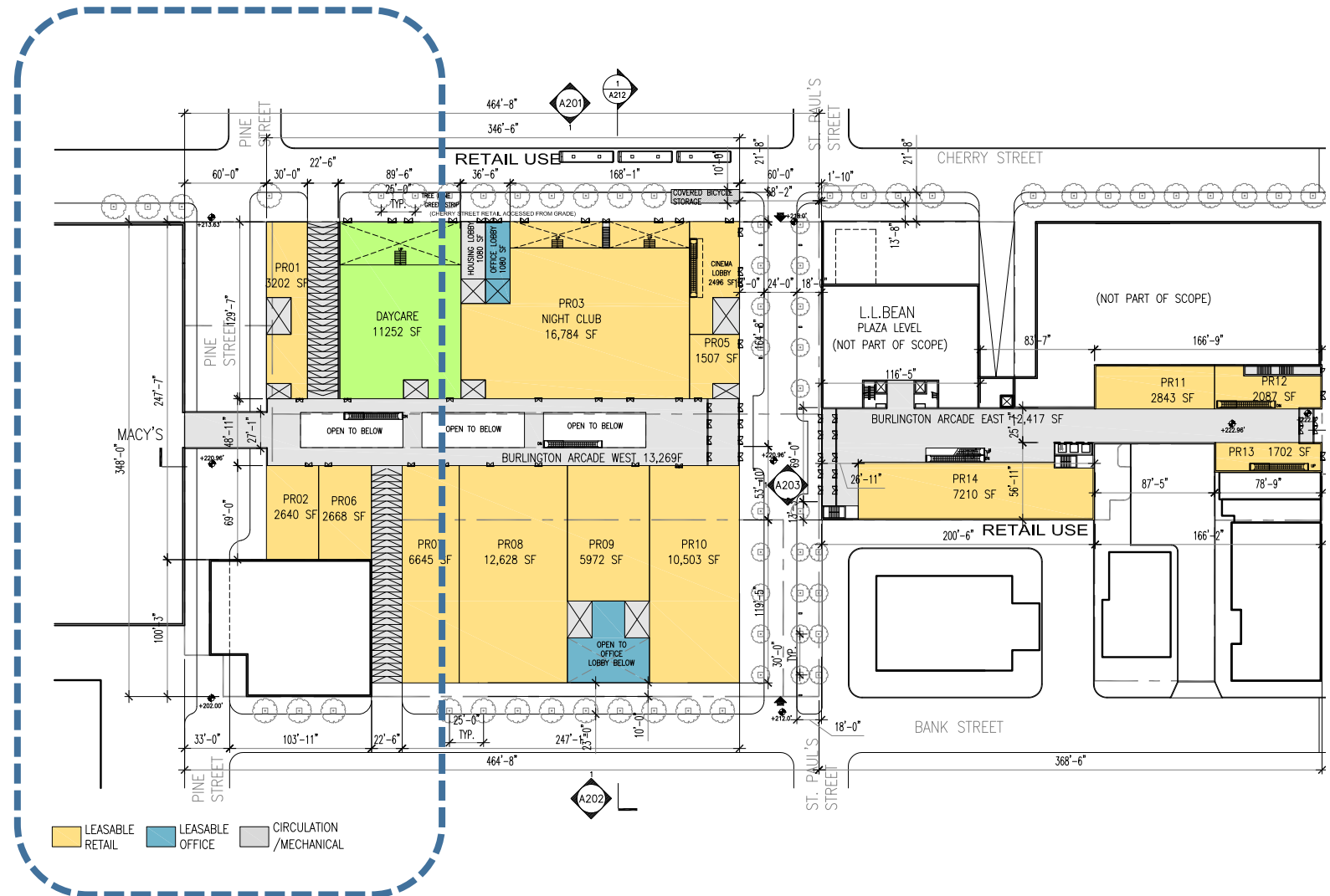
- Pine Street: New revisions to the proposal offer new public benefits; the street will be fully opened to pedestrian and vehicular traffic, with a public right-of-way increased from 40 to 60 feet.
- Arcade is eliminated/skyway at upper level
- Future Opportunities: This change is a significant improvement from the previous proposal, and would offer additional benefits should the Macy's site be redeveloped in the future



Overview: Pine Street Access

UPPER RETAIL LEVEL

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View along Pine from near Pearl Street (previous proposal)



View along Pine from near Pearl Street (revised proposal)

REVISED PROPOSAL SHIFTS
BUILDING TO LEFT AND OPENS VIEWS
ALONG PINE STREET CORRIDOR



Additional Consideration of Height and Massing

Option 1: Baseline Proposal



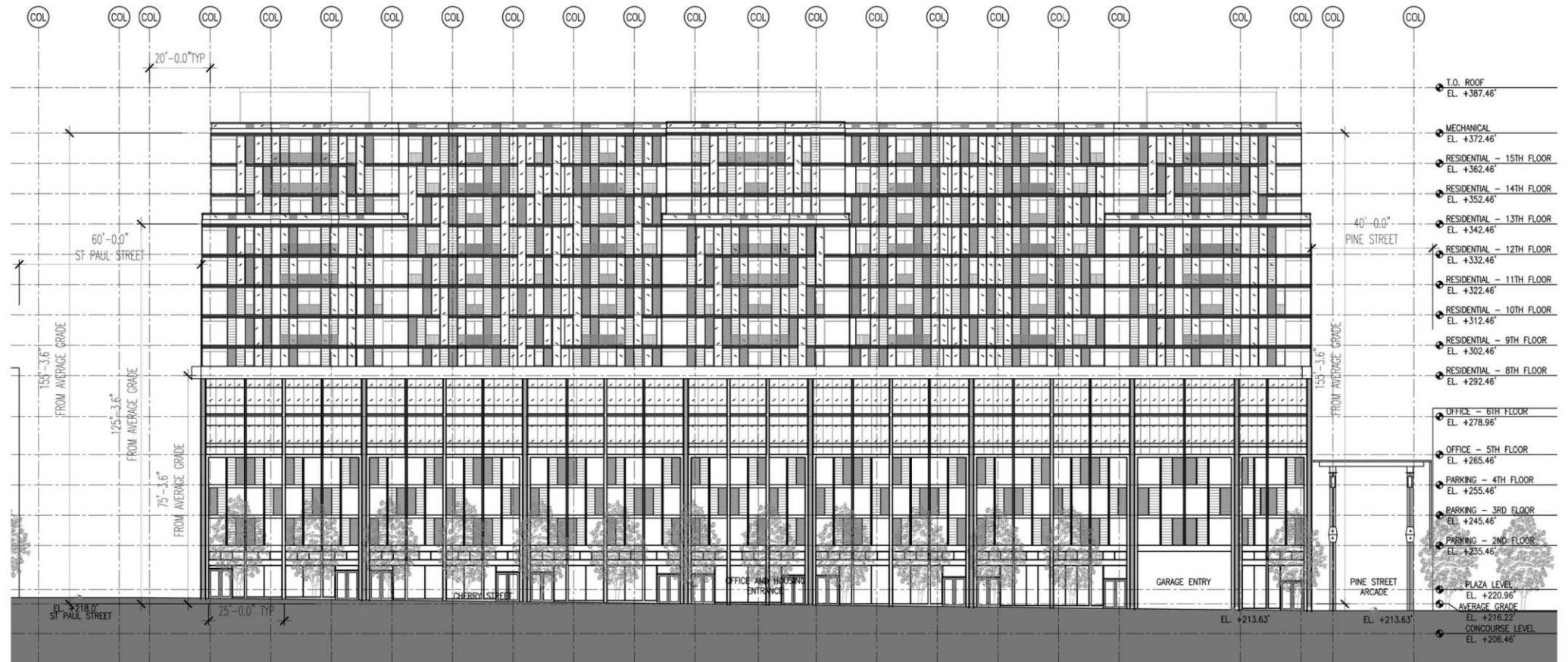
Option 2: Reduce to create variety



Option 3: Higher and Lower – same SF



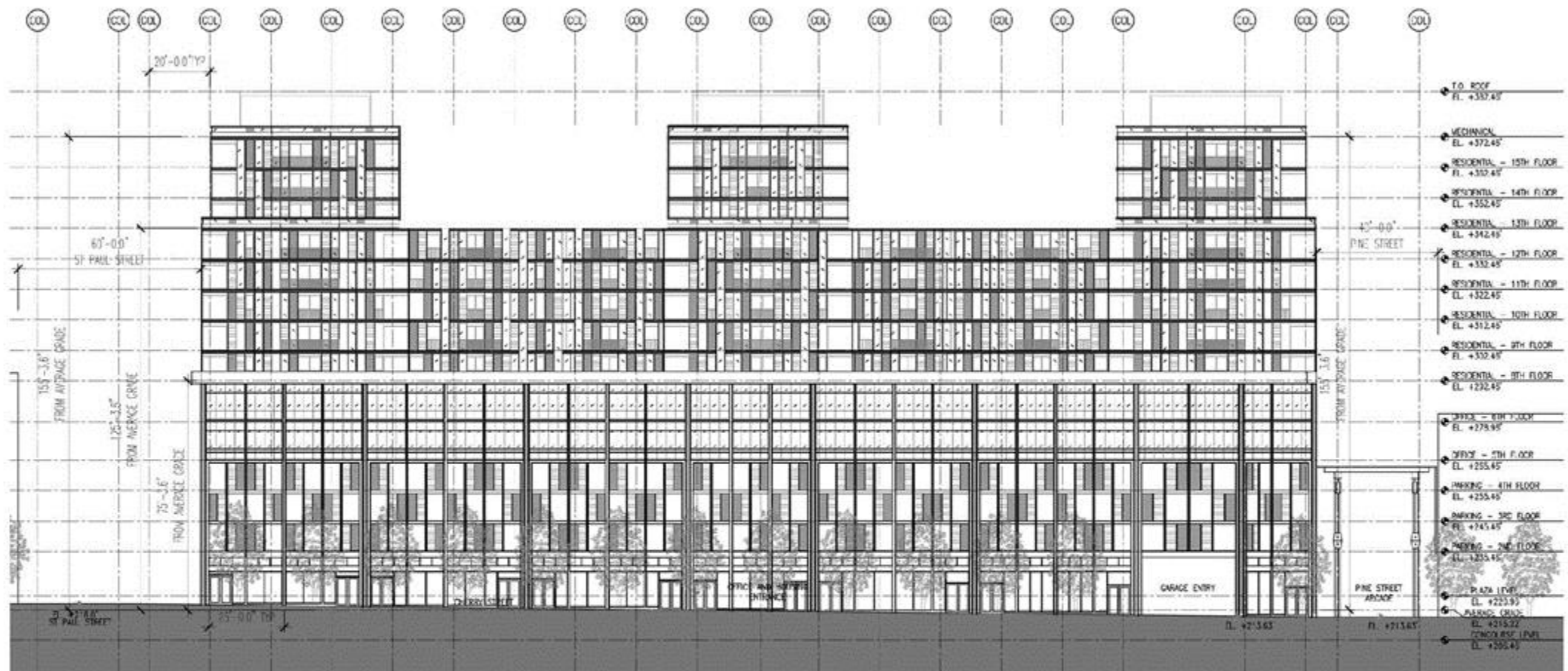
Option 1: Baseline Proposal



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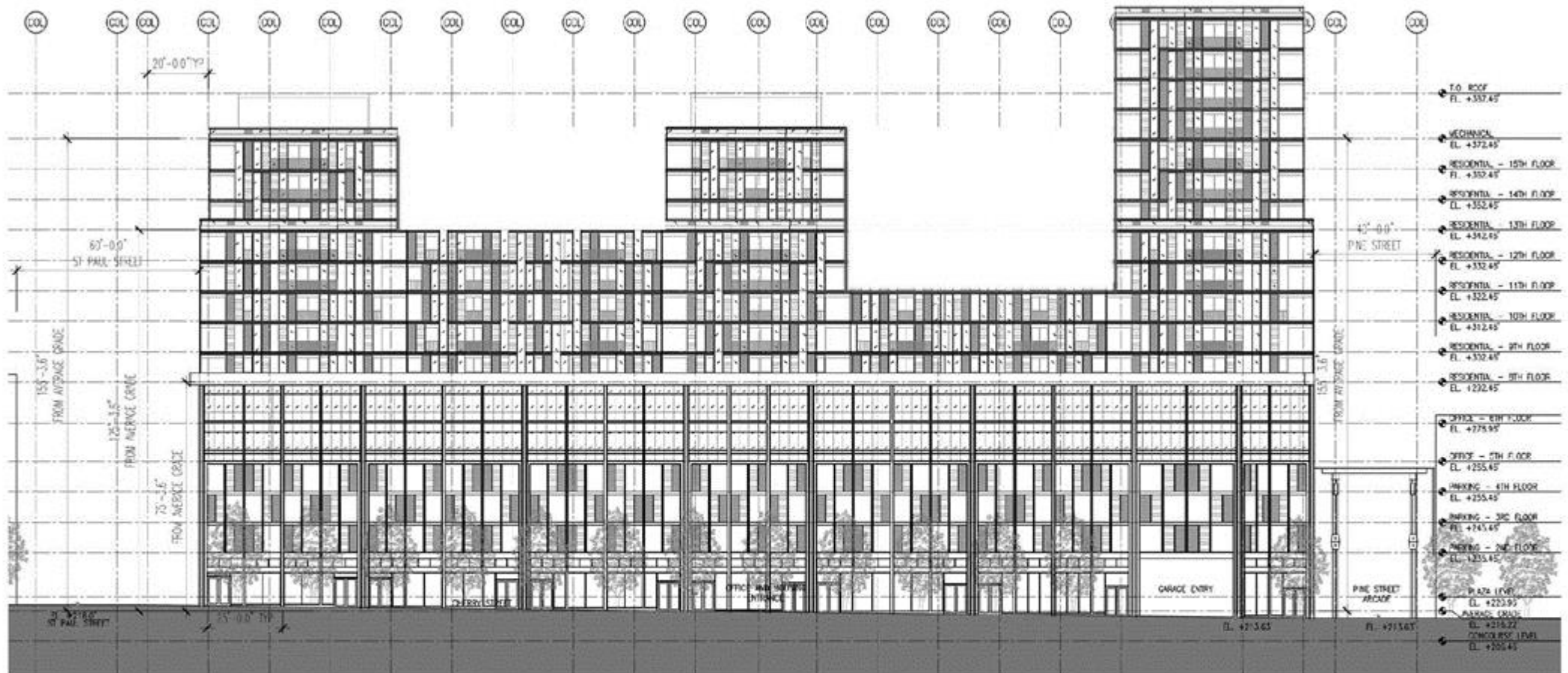
Option 2: Reduce to create variety



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Option 3: Higher and Lower – same SF



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Key areas for future design development/review

- Composition, articulation and design of the lower levels of the project
- Emphasis on street level design
- Treatment of parking facades
- St Paul Street Bridge



BANK STREET

Key areas for design development/improvement:

Façade articulation

- Composition and articulation of the lower levels of the project
 - Greater variation in facade design; more responsive to surrounding environment
 - Façade broken down into smaller elements
 - More complexity in development of secondary design elements—entrances, windows
 - Less emphasis on horizontal composition; stronger visual connection between upper and lower elements of the building
 - Some variation in plane of building façade to eliminate flatness, add shadow
 - Additional attention to street level design/entrances



Façade articulation: repetitive and flat vs. varied composition and multiple planes



Four Seasons Hotel (12 floors; approx. 350 feet long façade)



Heritage on the Garden--retail, office floors, upper residential (12 floors with setback, approx. 300 ft long façade)

Simple BTC scale comparison: both building (beside each other facing the Boston Public Garden) are approximately the same height and length as the Cherry Street façade of the new BTC

GOALS FOR FAÇADE ARTICULATION AND COMPOSITION:

- Greater variation in design; more response to surrounding environment
- Façade broken down into smaller elements
- More complexity in development of secondary design elements—entrances, windows
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HIGH STREET, COLUMBUS



PROPOSED CHERRY STREET FAÇADE



COLUMBUS, OHIO



BOSTON, MASSACHUSETTS



C. How building design affects the perception of its size



Variations in details along the lower floors, and a slight setback in the upper floors help bring this 250' long building down to a more human scale.

IMAGES AND ANALYSIS COURTESY JULIE CAMPOLI, TERRA FIRMA DESIGN



Slightly protruding "columns" and a string course create relief on this 325' long building wall. Retail entrances along the length of the street offer visual interest. The apartment entrance is distinguished by a more marked protrusion. The columns set the window pattern. The eye doesn't see a long horizontal line of glass, but a rhythm.



Another example of window patterns and protrusions that break down the scale of a long building wall. This 300' long building appears to be a few separate structures with a break in styles, color and material.

The same techniques applied in a different architectural style. A 325' long building with varying setbacks, window patterns, and colors creates the impression of many smaller structures.



Key areas for design development/improvement: Street level design is critical to success

A. How building design affects street activity

Julie Campoli, Terra Firma Urban Design 4/21/2015



The traditional urban retail pattern of Church St. (left) and Toronto and Somerville, MA (right) features frequently spaced doorways, large display windows, and highly articulated shop entrances that create variety at a human



Many 20th century local buildings lack doorways, display windows, or a facade design that stimulates interest at the street level.



IMAGES AND ANALYSIS COURTESY JULIE
CAMPOLI, TERRA FIRMA DESIGN

A facade with a high percentage of windows is more appealing than a blanker wall, but without entrances along the streets, there is no reason for someone to walk there. Narrow storefronts offer a variety of services within a short distance and generate more foot traffic along a street.

Key areas for future design development: Treatment of parking facades

- Design of parking facades:
 - Integrate/blend within overall building design
 - Vary expression within facades and on different streets



PARKING STRUCTURE



PARKING STRUCTURE

Successful integration of parking structures



IMAGES COURTESY JULIE
CAMPOLI, TERRA FIRMA
DESIGN

Key areas for design development/improvement: St Paul Street pedestrian bridge/skywalk

- Bridge offers no true public benefits
- Bridge obscures view corridor along St Paul Street, reducing sense of connection created by reopening of street
- Bridge reduces street-level pedestrian activity
- Removal of St Paul Street bridge would be a major project improvement



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BRIDGE BLOCKS VIEW CORRIDOR

Conclusion/Summary

- Project offers an exciting opportunity to address urban design goals and advance design concepts developed by the Burlington Community in Plan BTV
- Proposed project is broadly compatible with Burlington context in terms of “big issues”-- approach to height, massing and access
- Several design issues require additional detailed consideration/development, which can be advanced through City’s Form Based Code process



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Skyline

Baseline



Higher and lower

